

Least Specific

## Strategic Priority or Strategic Initiative

(What will we have to do or accomplish to achieve this?  
Answering this question produces potential accomplishments  
which become goals.)

## Goals

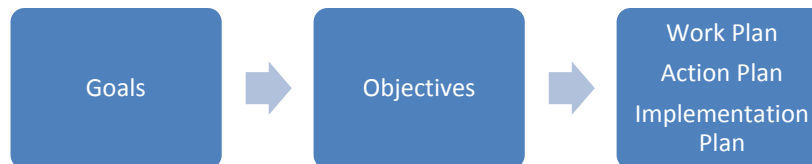
(Represent a desired result and translate strategic priorities into manageable units of effort.)

Most Specific

## Objectives

(Translate the goals into specific units of effort and are more specific.)

***As we break down the strategic priorities or initiatives, we INCREASE the level of specificity.***



The terms ***work plan, action plan and implementation plan*** are often used interchangeably.

These plans provide the details of specific tasks, who is responsible, due dates, resource allocations.